



Assignment Grading Rubric

Course: MT460

Unit: 3

Points: 45

Unit 3: Internal Analysis and Long-Term Objectives

Case Study Analysis Paper

Prepare a case study analysis on Case 29, Whole Foods Market 2010: How to Grow in an Increasingly Competitive Market found in the Cases section of your digital textbook.

Closely adhere to the [Case Study Analysis Template](#) by clicking on the hyperlink. Please utilize this template format for this Assignment. Use titles and subtitles per the format for readability purposes. Focus upon the idea of conducting a SWOT analysis with respect to Whole Food's internal environment and use long-term objectives to remedy the issue presented in the case study. Please include the SWOT analysis with the four quadrants in the Appendix of your paper (after the References page). You can find the Case Study SWOT Analysis template in Doc Sharing.

Assignment Checklist:

- Conduct a SWOT analysis on the case study company's internal environment.
- Create a case study analysis focusing on the company's internal environmental issues through the development of long-term objectives.
- Create at least two to three alternative solutions.*

* Conduct further research on the featured case study company on its website relative to news and press releases, community involvement, and the like. Use this information to help formulate your own original two to three **Alternative Solutions**. After choosing one of the two to three **Alternative Solutions**, discuss the **Selected Solution**. In the Implementation section, describe how your **Selected Solution** will be implemented.

Format

The case analysis should be 2–3 written pages in length (not including the formal title page and References page), double-spaced. Ensure that you use correct spelling, grammar, punctuation, mechanics, and usage. When citing sources (text and list references), you should use the current APA format and style.

For assistance with **APA** format and citation style visit the Kaplan Writing Center.

Directions for Submitting Your Project

Before submitting your project, you should save the document on your computer in a location and with a name that you will easily remember.

Ensure the Assignment is in the appropriate file format (**Microsoft Word** .doc or .docx).

Submit your completed document to the **Unit 3 Assignment Dropbox**.

Need help with the Dropbox? Click on the Dropbox Guide link under Academic Tools tab.

MT460 Unit 3 Assignment Grading Rubric		
Maximum Percent	Criteria	Maximum Points
50%	Content Answer provides correct and complete information demonstrating critical thinking: • Conduct a SWOT analysis on the case study company's internal environment. • Create a case study analysis focusing on the company's internal environmental issues through the development of long-term objectives.	22
30%	Analysis and Critical Thinking • Synopsis of situation • Key issues • Problem definition • Alternative solutions • Select a solution • Implementation • Recommendations	14
15%	Writing Style, Grammar	6
5%	APA Format and Citation Style	3
100%	Total	45

